



 SOLERA

Dealers **thrive** here.™

CRM | DMS | WEBSITES | TITLING | ASSET PROTECTION

Dealers **thrive** here.™

Unify your Sales, Marketing, Fixed Ops, and Operations on one cloud platform to sell more, retain more, and reduce headaches; without all the 'vendor fatigue' and tech silos.

We're not just trying to add another tool to your stack, we're trying to help carry the weight.

When that friction is gone, your dealership doesn't just make it through the month, it **thrives**.

We invite you to browse our suite of solutions and contact us at
www.dealer.solera.com



ABOUT SOLERA

- 4 Who is Solera?
- 6 Cloud Platform
- 7 AI Engine
- 8 Performance thrives here.



CUSTOMER ACQUISITION

- 9 Marketing
- 10 Websites
- 11 Call Services
- 12 Equity Mining
- 13 CRM
- 14 AI Automation



DEALER OPERATIONS

- 15 IDMS
- 16 Lot Management
- 17 Stolen Vehicle Recovery
- 18 LoJack Wireless
- 19 GoldStar
- 20 Titling
- 21 Sustainability



INVENTORY MANAGEMENT

- 22 Inventory Management
- 23 Inventory Optimization
- 24 Inventory Pricing
- 25 Vehicle Merchandising
- 26 Vehicle Acquisition
- 27 Appraisals



FIXED OPERATIONS

- 28 AI Estimating
- 29 Payments
- 30 Reporting
- 31 Identifix Direct-Hit®
- 32 Repair Solutions

WHO IS SOLERA?

Solera Dealer Solutions is the retail automotive industry's only true end-to-end ecosystem—where every best-in-class tool works seamlessly towards one goal: making it easier for dealers (and their customers) to thrive. No need to juggle vendors, or settle for 'good enough' solutions.

From sales to service, payments to marketing, and beyond, we unify your entire dealership under one powerful, intelligent platform. You can focus on what really matters: selling more cars, going above and beyond for your customers, and growing your business—without having to hack through a tech-vendor jungle.

The global Solera entity is a leading provider of integrated vehicle lifecycle and fleet management software-as-a-service, data, and services.

Through four lines of business – vehicle claims, vehicle repairs, dealer solutions and fleet solutions – Solera is home to many leading brands in the vehicle lifecycle ecosystem, including Identifix, Audatex, DealerSocket, Omnitracs, eDriving/Mentor, Explore, cap hpi, Autodata, and others. Solera serves over 300,000 global customers and partners in over 100 countries.

2.5B
ANNUAL REVENUE

100+
COUNTRIES

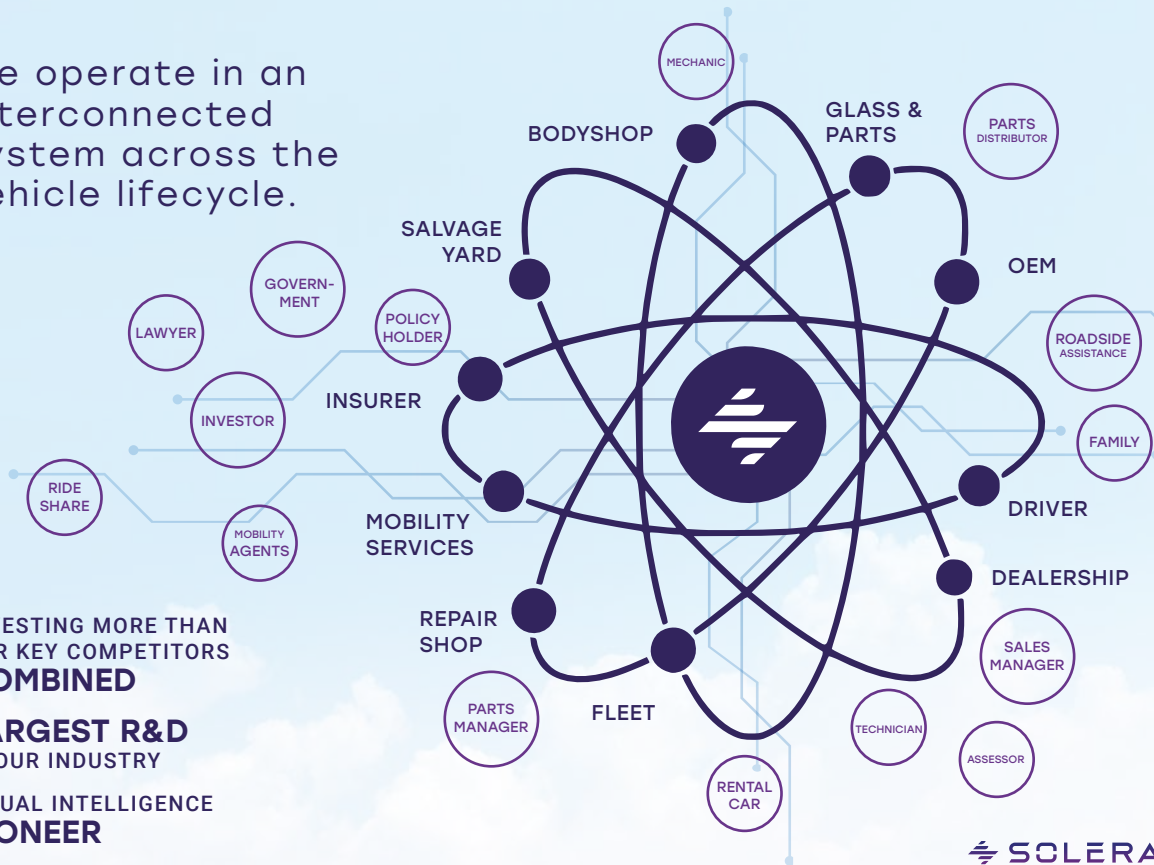
1M+
GLOBAL CUSTOMERS

7500
GLOBAL TEAM MEMBERS

200+
OEM RELATIONSHIPS

87M+
ANNUAL REPAIR ORDERS

We operate in an interconnected system across the vehicle lifecycle.



INVESTING MORE THAN
OUR KEY COMPETITORS
COMBINED

LARGEST R&D
IN OUR INDUSTRY

VISUAL INTELLIGENCE
PIONEER



WELCOME TO THE CLOUD PLATFORM

Solera Dealer Solutions brings your dealership together on one cloud platform—so sales, marketing, fixed ops, operations, and finance can work in sync. Instead of stitching together siloed tools and vendors, you get an ecosystem where data flows across the customer journey and teams stay aligned.

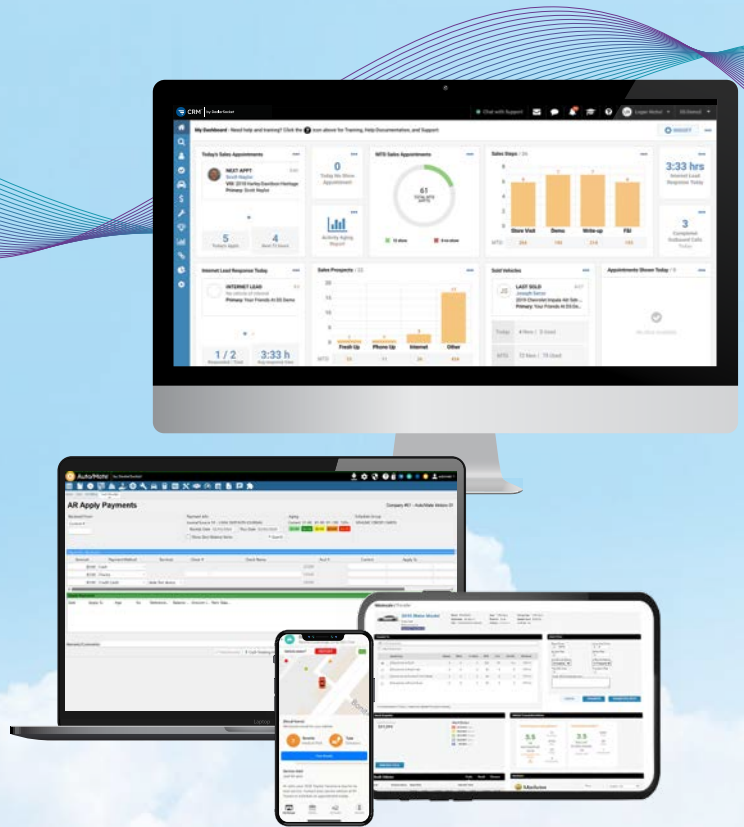
When your systems are connected, it's easier to move faster, reduce friction, and deliver a consistent experience from first click to final invoice. That's how performance becomes repeatable and not accidental.

DMS | CRM | INVENTORY | SERVICE SUITE
MARKETING | TITLING | LOJACK® | WEBSITES



Our AI Engine is the intelligence layer behind the ecosystem—using advanced data and machine learning to automate repetitive work and sharpen decision-making. It applies AI where it matters most: helping teams respond faster, prioritize opportunities, and deliver more consistent experiences.

Across the platform, AI can support everything from customer engagement to service workflows to estimating—so your dealership can operate with more speed, confidence, and precision.



Solera partners with the Mercedes-AMG PETRONAS Formula One Team because elite performance is never accidental. It's engineered through connected systems, real-time data, and relentless refinement; exactly how winning dealerships operate.

Performance thrives here™

Solera builds a cloud platform that brings every part of the dealership into sync—sales, service, marketing, operations, and finance; so performance isn't siloed, it's sustained. When your data works together, and your solutions live in the same ecosystem, your business moves faster. That's what performance looks like when you're truly thriving.



 SOLERA

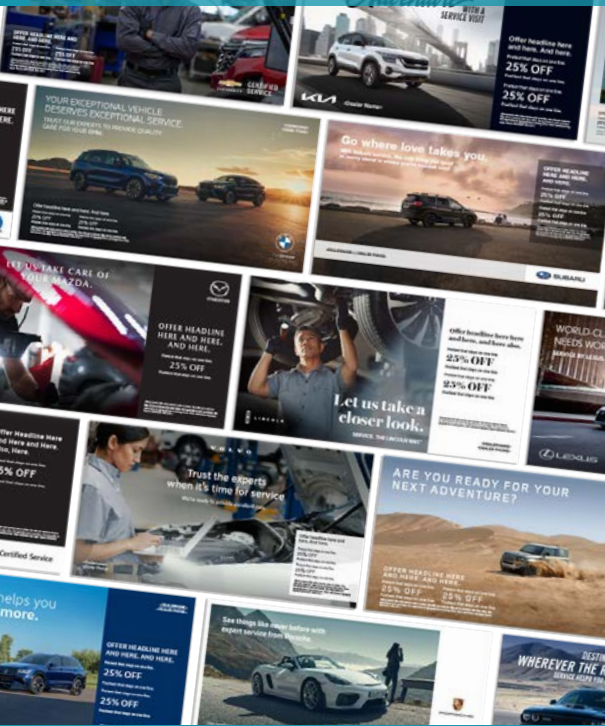
OFFICIAL
TEAM PARTNER




PETRONAS
FORMULA 1 TEAM



CUSTOMER ACQUISITION



MARKETING

Fully integrated marketing and support is unique to Solera, delivering effective campaigns with tangible results. You'll track and analyze every advertised customer, their store visits, and spending, offering invaluable ROI insights.

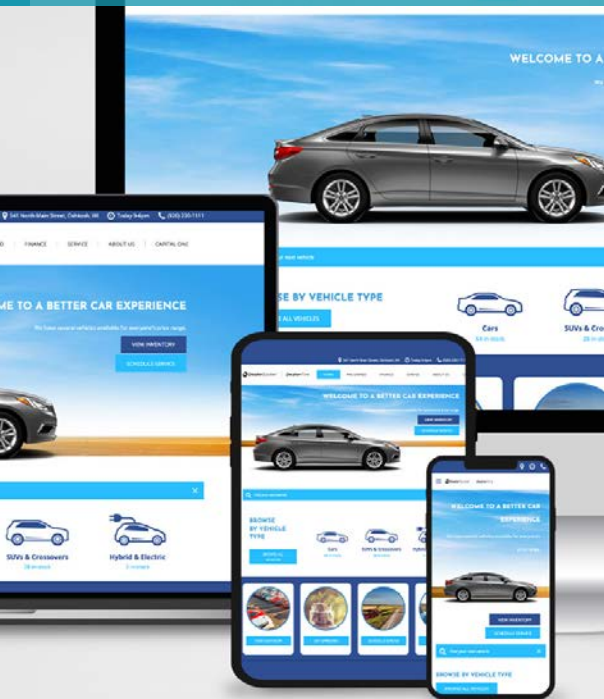
Reengage dormant customers, accelerate campaign launches, and boost sales and service. Our marketing solutions easily integrate with your DMS and CRM tools and cover various services from paid search, digital advertising, email, postcards, and much more.

AutoPoint

Talk to us about all the different marketing programs available.



CUSTOMER ACQUISITION



WEBSITES

DealerFire, a website management solution, prioritizes mobile optimization so your customers see your website wherever they are. We ensure your site is brand compliant and meets OEM requirements. With SEO optimization and simple, no-code customization, DealerFire ensures your website meets your unique needs and helps grow your business with enhanced web presence—meaning more leads.

3s
average
page load

35%
average increase in
session duration

DealerFire

Talk to us about how we can rev up your online game.



CALL SERVICES

Our call center services offer a tailored approach to phone calls for your dealership, ensuring your company has consistent branding and messaging across all customer touchpoints. Solera offers multiple call center locations including U.S. based, specializing in appointment scheduling and lead management based on your business workflows. We can help with inbound or outbound calls, answering calls when you can't, engaging customers and booking appointments within your scheduler. We're available 24/7, 365 days a year—with AI calling, we always answer on the first ring.

72% of customers hang up and don't call back when they go to voicemail.

Call Services

Talk to us about how we can help you never miss a call again.



EQUITY MINING

Equity Mining leverages advanced algorithms to analyze dealership databases, identifying sales and service opportunities such as customers nearing lease-end, those with positive equity, or declined services. The system integrates seamlessly with our CRM system, enabling targeted campaigns and customer engagement strategies. With sophisticated scoring algorithms, dealerships can prioritize leads and reduce marketing waste. Dedicated consultants provide expert insights, enabling dealerships to turn data into actionable revenue opportunities. Equity Mining fosters a relationship-driven approach, increasing customer satisfaction, retention, and gross profit while positioning dealerships as proactive and customer-centric businesses. It's a tool designed to unlock database potential and maximize revenue.

Revenue Radar

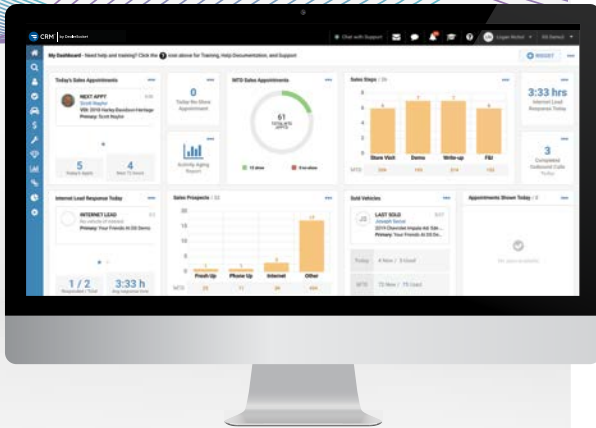
Talk to us about equity mining.



CRM BY SOLERA

AKA DEALERSOCKET

An efficient CRM tool facilitates seamless lead management for a smooth sales process. DealerSocket CRM stands out with its rapid, user-friendly workflows. Streamline tasks, manage diverse leads, and ensure consistent outreach via automated emails and texts. No matter where leads originate, the CRM equips you to create automated business rules to handle all incoming leads, ensuring your ability to follow up in a way that makes sense for your business.



- Accelerate sales
- Personalize the path to purchase
- Centralize customer intelligence
- Automate processes, remove barriers
- Grow a loyal customer base
- Customize your experience



AI AUTOMATION

A dealership CRM should do more than store records—it should drive action. CRM by Solera (DealerSocket) gives your team a single command center for leads, follow-up, and customer lifecycle engagement. With embedded AI capabilities on the roadmap, the platform is designed to help you respond to every lead with timely, dealership-branded follow-up and focus your team on the right opportunities—without adding more systems or headcount.

- Automated lead alerts + smart routing
- Guided workflows + conversion accountability
- Multichannel communication (email, text, phone) + video
- 360° customer profiles across departments
- Equity mining + lifecycle automation
- Real-time dashboards + group-level visibility

CRM

Talk to us about your CRM needs.



IDMS

IDMS is the comprehensive dealer management system built specifically for independent and BHPH (Buy Here Pay Here) dealerships. Designed to handle every aspect of your operation, from inventory and deal management to accounting, collections, and compliance, IDMS delivers the flexibility, control, and visibility you need to run your business your way. IDMS empowers independent dealers to run more efficiently, stay compliant, and increase profitability. With tools built specifically for your workflow, not a one-size-fits-all franchise system, you gain full control over inventory, deal structures, financing, and customer management.

- **Free software upgrades**
- **Free web training for life**
- **Free 24/7 emergency support**

IDMS

Talk to us about
your DMS needs.



LOT MANAGEMENT

Lot Management uses real-time technology to streamline vehicle tracking and inventory optimization. With instant location pinpointing, battery status monitoring, and loaner mileage tracking, dealerships can streamline operations while enhancing customer experiences. By reducing vehicle purchase time by 30 minutes and improving inventory audits by up to 300%, Lot Management maximizes efficiency and profitability. The solution integrates seamlessly into dealership workflows, offering actionable insights into aged inventory and trade-up opportunities. This ensures assets are managed effectively while creating a smoother, more customer-focused purchasing journey.

LoJack

Talk to us to see how LoJack can help drive profitability.

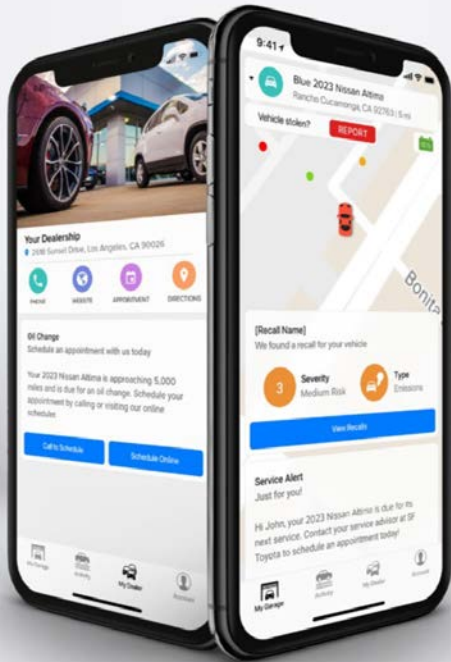


STOLEN VEHICLE RECOVERY

LoJack® offers dealers an innovative inventory management system, enabling efficient tracking and management of vehicle fleets, enhancing operational efficiency, and improving customer satisfaction. This system not only streamlines inventory processes but also adds a layer of security, protecting valuable assets from theft or misuse. With LoJack for Law Enforcement, LoJack is the only system integrated directly with law enforcement.

LoJack

Talk to us to see how LoJack can help drive profitability.



LOJACK WIRELESS

LoJack Wireless is an award winning, battery-powered stolen vehicle recovery (SVR) solution built for fast installation and reliable recovery support. Because the device requires no wiring, dealerships can pair and install it quickly at delivery using a dealer mobile app. Daily health check-ins help confirm the device is active, and if a vehicle is stolen, recovery mode delivers real-time location updates, start/stop events, and on-demand location requests. A consumer mobile app makes it easy to report theft and share a live tracking link with law enforcement, backed by 24/7 LoJack assistance. Flexible mounting options support a consistent process across passenger vehicles, powersports, trailers, and RVs.

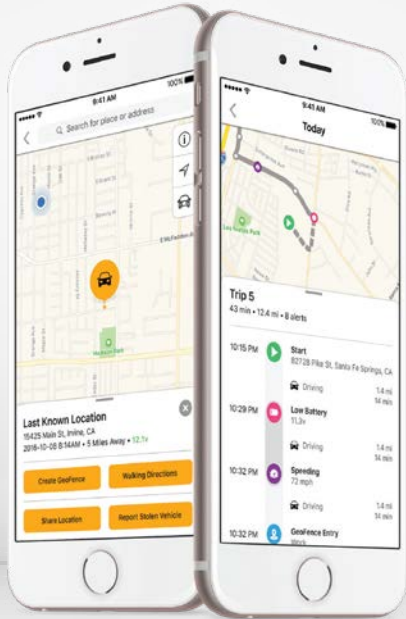
LoJack

Talk to us to see how LoJack can help drive profitability.



GOLDSTAR: ASSET & LOAN PROTECTION

GoldStar is the most trusted GPS solution on the market today. GoldStar GPS provides reliable, real-time tracking that allows you to sell to more customers, maintain prompt payments, and enjoy seamless vehicle recovery when it's needed. With the addition of the GoldStar Connect app, you can even give your customers the connected car features they want and make extra revenue in the process.



QUICK LOCATE



IMPOUND LOT ALERTS



RECOVERY LINK



GEOFENCE



PAYMENT COLLECTIONS

GoldStar
Talk to us to see how GoldStar can help protect your assets.





TITLING

Simplify the otherwise cumbersome titling process to foster efficient workflows. Use prepopulated forms and seamless communication with government entities to eliminate the hassle of manual paperwork. Our titling solution automates tax and fee calculations for every vehicle, boosting accuracy and ensuring customers can get on the road quickly.

- **Real-time title, registration fee, and tax calculations**
- **Eliminates refund checks, DMV lines and manual processes**
- **Standardizes your F&I process**

Titling

Talk to us about your titling needs.



SUSTAINABILITY

Sustainability initiatives like Sustainable Estimatrics help dealerships and repairers reduce their environmental impact. The solution tracks CO₂ emissions with new metrics and scorecards, providing insights into emissions by manufacturer, paint, and other components. These tools align operations with regulatory requirements and consumer demand for eco-friendly practices. Anonymized data ensures security while delivering actionable insights through features like the timeline table. By integrating sustainability into day-to-day operations, businesses appeal to eco-conscious consumers, reduce costs, and strengthen their commitment to the environment. This positions them as leaders in green automotive solutions, bolstering reputation and customer trust.

Sustainable Estimatrics

Talk to us about how we can help make your operations more sustainable.



INVENTORY MANAGEMENT

Inventory+ provides appraisal tools that harness the power of real transactional data combined with current market listings to help you acquire vehicles that will drive your profits higher. Inventory+ provides best-in-class inventory management tools that make it easy to keep your inventory priced effectively—as well as market and syndicate—all inside one customizable tool. By combining our powerful transactional data with industry information and insights, Inventory+ gives you a competitive advantage for sourcing, acquiring, pricing, and marketing your vehicles.

Inventory+

Talk to us about your inventory management needs.

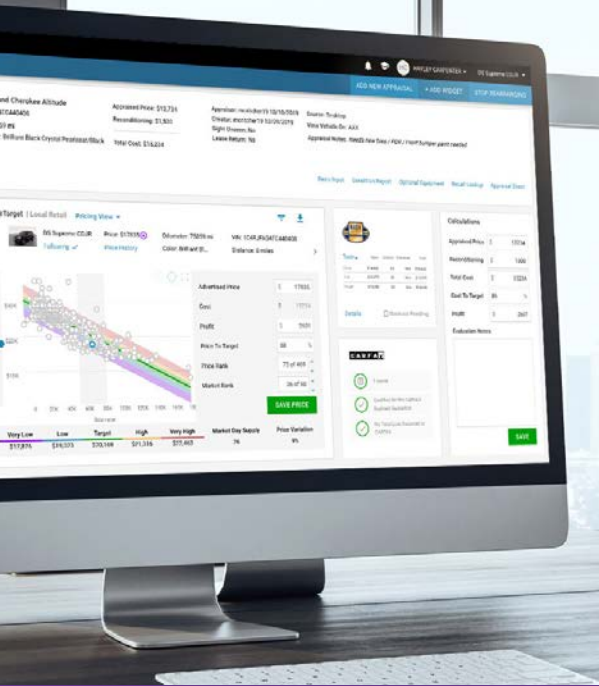


INVENTORY OPTIMIZATION

Inventory Optimization tools enable dealerships to craft a tailored inventory strategy using advanced analytics. By analyzing sales history, market trends, and auction data, these tools provide recommendations on what to stock and sell. The focus on profitability without compromising turnover ensures dealerships balance operational goals and market demands. This transformation of inventory management into a strategic advantage helps dealerships maximize returns and meet customer needs effectively.

Inventory+

Talk to us about how we can help you optimize your inventory.



INVENTORY PRICING

Inventory Pricing delivers real-time, market-driven pricing insights to optimize inventory profitability. With advanced market data and transactional insights, dealerships can set competitive prices based on actual market conditions, historical sales, and custom rules. Automatic repricing ensures inventory stays competitive, with adjustments for vehicle age and market trends. Bulk pricing capabilities reduce operational effort while maintaining consistency. This tool helps dealerships balance fast turnover and high margins, ensuring they remain agile in a fluctuating market while maximizing profitability.

Inventory Pricing

Talk to us about your vehicle acquisition needs.



VEHICLE MERCHANDISING

Vehicle Merchandising tools automate syndication across platforms, ensuring maximum visibility for inventory. Features like automatic SEO-rich description creation simplify discoverability and drive quality leads. Inventory health reports ensure that photos, pricing, and descriptions are updated to maintain a competitive edge. These solutions reduce time-to-market, attract buyers, and boost profitability, offering a comprehensive solution for effective vehicle marketing.

Vehicle Merchandising

Talk to us about how we can help you merchandise your vehicles.



VEHICLE ACQUISITION

Vehicle Acquisition tools integrate seamlessly into inventory management platforms, enabling dealerships to source, appraise, and stock high-value vehicles efficiently. By leveraging predictive analytics, build data integration, and missed appraisal tracking, dealerships can align inventory with market demands and maximize profitability. Group trade functionalities allow easy redistribution of inventory across dealer networks. By automating error-prone processes and centralizing data, this solution ensures profitability at every stage of vehicle acquisition while enhancing operational efficiency.



Vehicle Acquisition

Talk to us about
your vehicle
acquisition needs.



APPRAISALS

Appraisal tools use centralized platforms to streamline and enhance the appraisal process. By combining historical transaction data and real-time market insights, dealerships can generate accurate vehicle valuations that balance competitive offers with profitability. This tool reduces overpayment risks and increases customer trust. Configurable screens and seamless data flow make appraisals faster and more efficient. By providing actionable insights and eliminating manual errors, these tools help dealerships secure better trade-ins, improving customer relationships and boosting dealership margins.

Appraisals

Talk to us about your inventory management needs.



AI ESTIMATING

AI Estimating transforms repair estimates with precision and speed. Using advanced data and machine learning, it creates accurate, automated estimates from photos and vehicle details. Dealerships gain efficiency, customer trust, and stronger insurance partnerships. This solution ensures repair accuracy and profitability, setting new benchmarks for estimating excellence.

Qapter

Talk to us about revolutionizing your estimating process.



PAYMENTS

Peri is a payment processing solution that leverages our extensive reach for competitive credit card processing rates, aiding dealerships in bridging profit gaps. Peri offers standalone hardware, advanced fraud detection, and top-tier infrastructure with uninterrupted service. Seamless integration with Solera Service Suite and Auto/Mate DMS creates a streamlined workflow for your payment processing.

- **Modern checkout experience**
- **No app necessary**
- **Comprehensive invoicing**

Peri by Solera

Talk to us about saving money on every credit and debit transaction.



REPORTING

Reporting tools provide robust analytics and visual dashboards, covering KPIs, repair order lift, and employee performance. Dealerships can assess trends, track profitability, and make informed decisions with exportable data tailored to operational needs. Comprehensive reporting ensures transparency and enables data-driven strategies, empowering dealerships to optimize processes and profitability.

Reporting

Talk to us about how you can make the most of your data.



IDENTIFIX DIRECT-HIT

Identifix Direct-Hit is trusted by thousands of service professionals every day. With over five decades of makes and models, it's the solution that professional technicians can trust to identify and fix faster. Direct-Hit is an all-in-one diagnostic solution designed to provide shops with the ability to grow and profit. Supported by multiple sources, millions of documents, live technical specialists, and a library of repair training courses, Direct-Hit can be there to help your team identify the fix faster.

Direct-Hit®

Talk to us about how you can make the most of your data.



REPAIR SOLUTIONS

Repair Solutions provide technicians with access to verified fixes, live expert support, and interactive training modules. These tools enhance diagnostic accuracy, reduce repair times, and ensure compliance with industry standards. By equipping repair shops with comprehensive solutions, they help maintain competitive service levels, boosting efficiency and customer loyalty.

Identifix

Talk to us about seamless repair solutions.



DealerSocket

AutoPoint

IDMS

Identifix

LoJack

☆ GoldStar

Independent &
BHPH dealers
thrive here.™

www.dealer.solera.com